What should you be doing right now?

Appendix A: Major Activities Checklist for Additional Data Collection

- ❑ Establish a plan for how the needs assessment will be conducted
- ❑ Submit Coalition Assessment and get approval from Susannah to go ahead
- ❑ Gather additional consequence/consumption data: PF Tool 1 & PF Tool 2
- ❑ Review data and determine priority/population: PF Tool 3 & PF Tool 4
- ❑ Submit Tools 1-4 and get approval from Susannah to go ahead
- ❑ Collect additional data on causal indictor factors

- ✓ Priority Focus Tools 1-4 are mandatory (outlined in Section 5 Task One)
- ✓ Causal Factor Tools are mostly for your own use (outlined in Section 5 Task Two)

Be careful not to jump ahead! Make sure you know:
- ➢ what questions you want answered
- ➢ why
- ➢ what you will do with the information

before you worry about how you will get the data.

Utah SPF SIG
Data Collection Methods

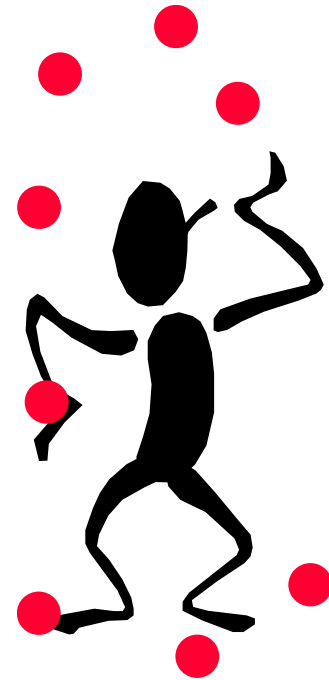## SPF SIG Training Manual Section 6

St. George, May 2008

Data Collection Overview

- Goal: minimize # of instruments; maximize info
- Which methods are least disruptive?
- Which can you afford and implement well?
- Which are best suited to obtain the information?

Data Collection Overview: Methods

- Interviews With Key Informants
- Surveys
- Research
- Environmental Scans
- Focus Groups

Data Collection Overview: Methods

| Summary of Data Collection Methods		
Type	**Pros**	**Cons**
Focus groups	Supplements data findings with personal experiences and perspectives.	• Time consuming to arrange groups. Can be difficult to recruit participants. Data based on group members' perceptions/biases.
Key Informant Interviews	Collects on-the-ground and in-depth knowledge of policies and practices.	• Data based on interviewee's perceptions/biases. Time consuming to conduct multiple interviews.
Environmental scans	• Efficient way to measure availability and promotion. Can involve the community.	• Difficult to conduct for a large geographic area.
Surveys	• Collects the information you want; allows for statements such as "20% of residents responded that…" Can be compared to other data.	Require technical knowledge to design. Can be very costly or time consuming. Too few responses or nonrepresentative samples can make results invalid.
Research Existing Data	• Uses fewer resources and faster than other methods.	Quality of data. May be difficult to find what you are looking for. Access issues.

Key Informant Interviews

- Perspectives of people who observe/monitor community functioning interested in
- Risk: slanted or biased perspective
- Do multiple interviews
- Compare with other data sources
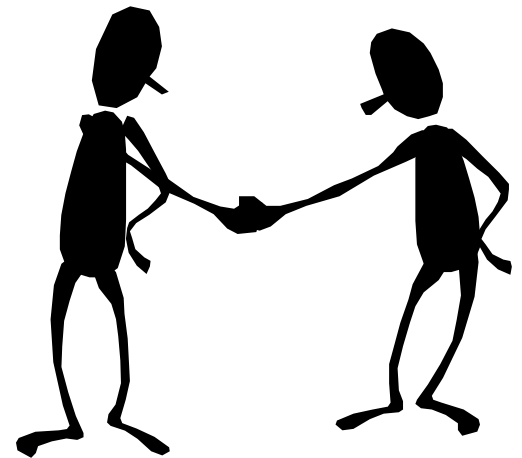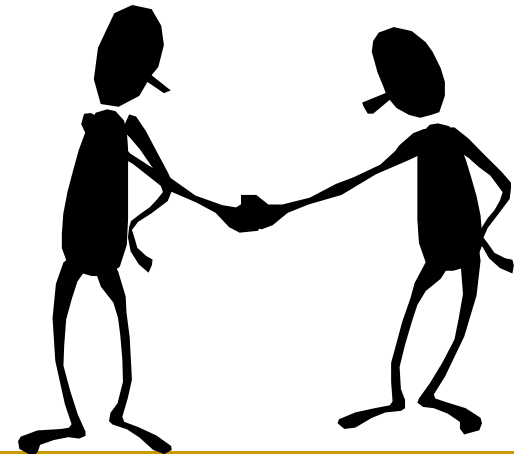
Key Informant Interviews

- Step One: Identify who to Interview
  - What type of expert? Depends on the data you want
  - Specific person or any member?
  - Consider groups outside of immediate target group
  - Make sure you have a representative sample
 - What ways isn't it?
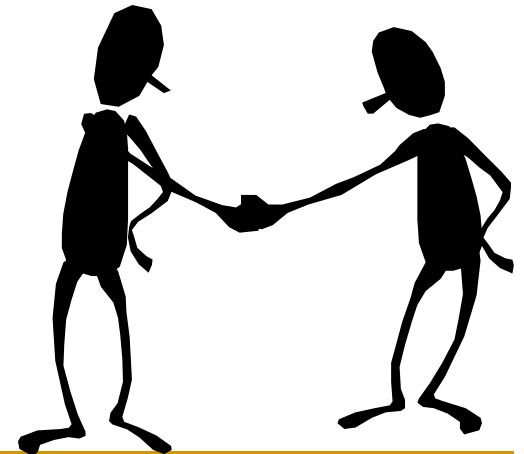
Key Informant Interviews

- ## Representative Samples
    - Random or stratified
    - Random: large list (exhaustive) and choose randomly
    - Stratified: group list into categories of interest
        - Randomly select a proportionate number from each group
    - Use stratified when vary on an important variable
   - Must know beforehand

Key Informant Interviews

- **Step Two: Identify the Questions to Ask**
  - Limit to about 10
  - Leave time for open-ended questions
  - Be aware of impact of questions and confidentiality issues
 - Consider a targeted survey
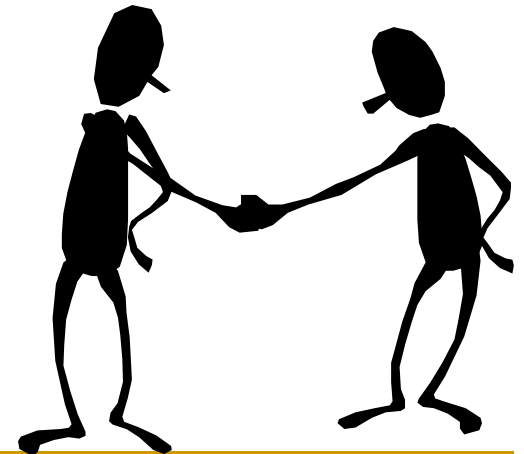
Key Informant Interviews

- Step Two: Arrange the Interview
  - Who will do the interviews?
  - Obtain names and contact information
  - If they can't participate, is there an alternate they recommend?
  - Follow-up messages
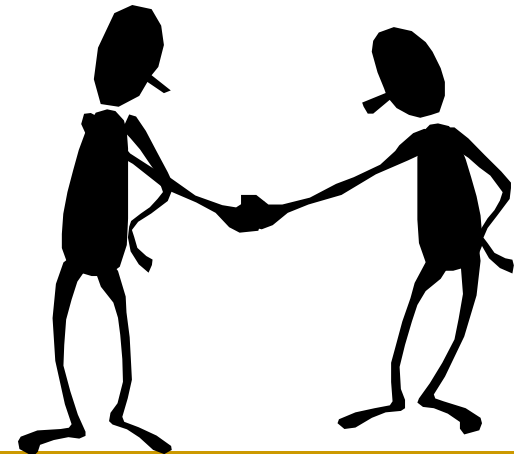 - Brief explanation of purpose and estimate of time
  - Be flexible.
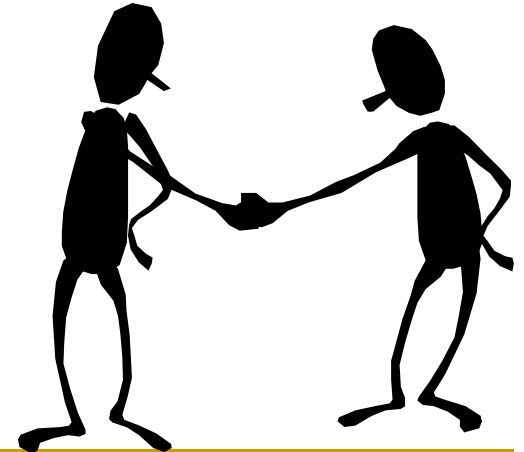
Key Informant Interviews

- Step Four: Go to the Interview!
  - Confirm day or two prior
  - Be on time!
  - Be pleasant and thank them
  - A chance to build relationships
  - Take notes or ask to tape
  - Use interview form
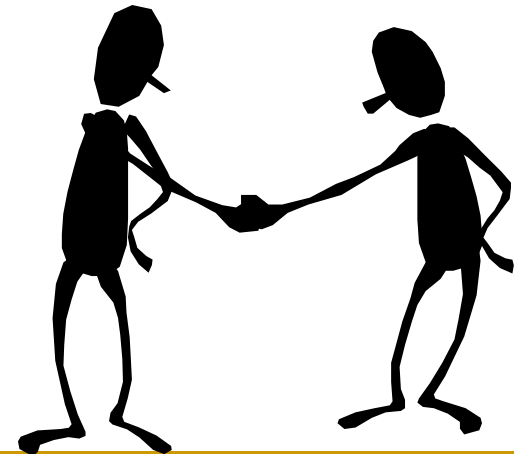
Key Informant Interviews

- **Step Five: Post Interview**
 - Send thanks
  - Review notes

Research

- Find information that is out there
- Often contacting another agency
- Ask committee or coalition for ideas on where to look
- Public domain and private data
- May require agreements with agencies
- Have a spiel ready
- What is the quality of the data?

Surveys

- Allows for comparisons
- Not recommending community wide surveys
- Targeted surveys are okay
  - Population of interest smaller group
  - Easier to get representation
  - Often work with groups considering doing interviews with
  - Get TA before doing
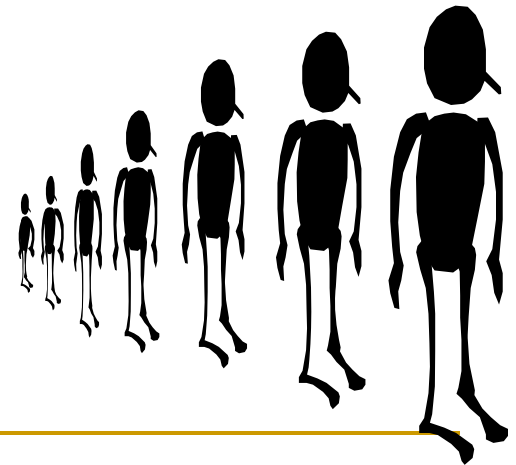
Environmental Scans

- Observations in the community
- Primarily used for ARMVC for retail availability and promotion
- Can be difficult over large geographic region: might focus on certain areas
- No one right way
- Time intensive and a great way to get volunteers involved, especially youth
- Be organized!!! Have an action plan
- Multiple people do the same task
- Use forms to track and summarize
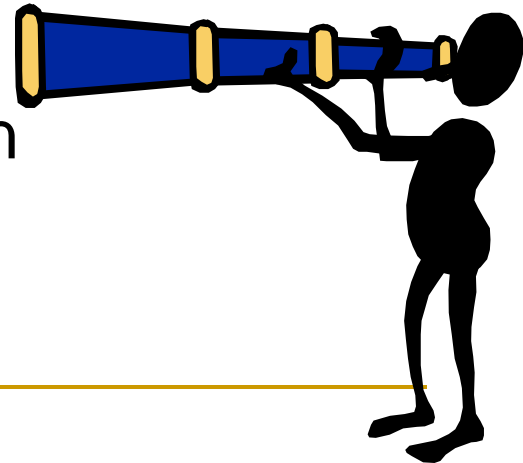
Data Collection: Focus Groups

- Provide qualitative information

- Provide richer information than surveys because group members spark ideas in each other

- Can lead the facilitator to ideas he/she hadn't thought of before

Defining a focus group

- Open discussion led by a skilled moderator
- Homogeneous group of strangers
- 6-10 people
- 45–90 minutes (scheduled 1 ½ - 2 hours)
- 8-12 questions
- 3-4 focus groups necessary

Designing Focus Group Questions

- **Simple wording**
  - Short
  - Focused
  - Unambiguous
  - Open-ended, not yes/no
  - Non-threatening
  - Ask people to speak from their own experiences, rather than what other people think.

Three types of focus group questions

- Engagement Questions

- Exploration Questions

- Exit Questions

Recruiting Participants

- Homogeneity is key for making strangers comfortable with each other

- Possibly relevant variables:
  - Gender
  - Age
  - Power
  - Cliques

Recruiting Participants

- Nomination
- Random selection
- Pre-existing group (use entire group)
- Same role / Job title
- Volunteers (recruit with flyers or ads)

- Anticipate no-show rate of 10-20%
- Offer incentives and provide food/snacks

Recruiting Participants

- Call each potential group member
  - Check interest and schedule
  - Give location
  - Secure verbal confirmation

- Mail or email written confirmation (example provided)

- Reminder calls one or two days before group

- Use tracking form (example provided)

Example Tracking Form

~~~~Phone Call Disposition~~~~
Hospice of Metro City Focus Groups

Date	Invitee Name	Phone	Able to Participate?			Address	Letter Sent
			YES	NO	COMMENTS		

Reduce barriers to participation

- Evenings or weekends
- Transportation or cab fare or close to bus line
- Child care
- Interpreter services
- Familiar public setting
- Easy access / parking

Conducting the Focus Group

- Moderator – facilitates discussion
  - See Guide for important traits

- Assistant moderator – takes notes, tape records

- Collect demographic data before starting (example included)

- Collect consent form (example included)

Conducting the Focus Group

- Collect consent form (example included)
- Collect demographic data before starting (example included)
- Introduction (example script included)
    - Welcome
    - Introduction of moderator & assistant moderator
    - Purpose
    - Ground rules
- Ice breaker
- Questions

Brief Initial Survey Example

AN EXAMPLE

Physician Focus Group Participant Demographics		
Date: Time: Place:		
What is your specialty: ○ OB/GYN ○ Family Practice ○ Other:	How long have you been in practice? ○ Less than 5 years ○ 5 to 10 years ○ more than 10 years	How many deliveries do you average per month? ○ Less than 5 ○ 6 to 10 ○ more than 10
Type of practice: ○ Public ○ Private ○ HMO ○ Other:	Your age: ○ 30 to 40 ○ 41 to 50 ○ 51 to 60 ○ over 60	Your gender: ○ Male ○ female

Example Ground Rules

GROUND RULES

1. **WE WANT <u>YOU</u> TO DO THE TALKING.**
   - We would like everyone to participate.
   - I may call on you if I haven't heard from you in a while.
2. **THERE ARE NO RIGHT OR WRONG ANSWERS**
   - Every person's experiences and opinions are important.
   - Speak up whether you agree or disagree.
   - We want to hear a wide range of opinions.
3. **WHAT IS SAID IN THIS ROOM STAYS HERE**
   - We want folks to feel comfortable sharing when sensitive issues come up.
4. **WE WILL BE TAPE RECORDING THE GROUP**
   - We want to capture everything you have to say.
   - We don't identify anyone by name in our report. You will remain anonymous.

Moderator Responsibilities

- Cover all questions in allotted time
- Get everyone to contribute
- Probe for details
- Paraphrase / summarize / clarify long or confusing statements
- Remain neutral
- Tactfully deal with challenging participants
- Thank everyone and distribute the incentive

Strategies for difficult participants

Self-appointed experts: *"Thank you. What do other people think?"*

The dominator: *"Let's have some other comments."*

The rambler: Stop eye contact; look at your watch; jump in at their inhale.

The shy participant: Make eye contact; call on them; smile at them.

The participant who talks very quietly: Ask them to repeat their response more loudly.

Analyzing the data

- Transcribe all tapes

- Have several people involved in the analysis

- Look for common themes

- Categorize responses and count numbers in each category

- Write up summaries of answers to each question